City of Lafayette Staff Report

For:	City Council
By:	Tracy Robinson, Administrative Services Director
Date Written:	**April 7, 2009**
Meeting Date:	April 13, 2009
Subject:	**Appointing Members to the Lafayette Charter City Committee**

Introduction

In December 2008 as part of their comprehensive recommendations, the Lafayette Finance Review Committee suggested that the City evaluate the option of increasing the City's Property Transfer Tax in order to fund infrastructure repair, additional public safety and downtown vitality. In order to raise this tax, it would be necessary that the city change from a General Law city to a Charter city. In addition, the Finance Review Committee recommended that the city also develop a more comprehensive communication strategy.

In their resolution 2009-01, the Council moved to develop a combination Charter City and Communications Committee to further study these issues.

Discussion

Staff recruited volunteers for the committee and received 11 applications. All applicants are qualified; therefore, staff suggests that they all be appointed to the committee.

Staff interviewed the prospective committee members to determine their availability for meetings and suggests that the first meeting be convened on Thursday, April 16th at 6 p.m. at City Offices.

Recommendation

Appoint eleven members to the committee as follows:

1. Sereta Churchill
2. Rod De La Rosa
3. Daniel Deitrick
4. Reid Edwards
5. Tracey Farrell
6. James Hamill
7. Judy Garvens
8. Elizabeth Johnson

10D

9. Cheryl Noll
10. Yolanda Vega
11. Greg Woehrle

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CITY OF LAFAYETTE

City of Lafayette
3675 Mt. Diablo Blvd., Suite 210
Lafayette, CA 94549
Phone: (925) 284-1968
Fax: (925) 284-3169

City Commission/Committee Appointment Application

Application for:

- o Bicycle Pedestrian Advisory Committee
- o Capital Projects Assessments Committee
- o Circulation Commission
- o Community Center Foundation
- o Creeks Committee
- o Crime Prevention Commission
- o Design Review Commission
- o Downtown Street Improvement Committee
- o Economic Development Commission
- o Emergency Preparedness Commission
- o General Plan Advisory Committee
- o Parks and Recreation Commission
- o Planning Commission
- o Senior Services Commission
- o Youth Commission
- X Other City Charter Committee

Name: Sereta Churchill

Street Address: [redacted]

Mailing Address: SAME

Home Phone: [redacted] / Work Phone: [redacted]

Occupation/Employer: J. Rockcliff Realtors

Length of Residency in Lafayette: Lived in Lafayette 37 years

Applicable Experience/Training for Position (attach additional page if needed):

I have served on several commissions + committees over the years which have given me insight into Lafayette. I One of my first committees was the Blue Ribbon Downtown Task Force in 1982. Later I chaired the Economic Development commission for several years. Additionally I owned a business in Lafayette for 30 years.

Comments/Additional Information:

J. Rockcliff
REALTORS
SERETA CHURCHILL
Broker
PRESIDENT'S CLUB
3799 Mt. Diablo Blvd.
Suite 100
Lafayette, CA 94549
churchills4homes.com

Please list three professional references:

Anne Stratton
Ann Denny
Jay Lifson

Please list your most recent public or civic volunteer experience:

Past President of the Lafayette Chamber of Commerce. Business Person of the Year
Director for the Lafayette Community Foundation
Chair of the Grants Committee for the Lafayette Community Foundation

NOTE: All applications are considered public records and will be retained in an active file for two years from date of receipt. Applicants will be contacted by a City representative whenever appropriate vacancies occur during said two year period to determine continuing interest and availability.

Signature: _____ Date: 3/6/09

Corey Tracy
City of Lafayette
3675 Mt. Diablo Boulevard, Suite 210
Lafayette, CA 94549
Tel. (925) 284-1968 • Fax (925) 284-1969

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- ☐ Banner Advisory Committee
- ☐ Bicycle Pedestrian Advisory Committee
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- ☐ Crime Prevention Commission
- ☒ Design Review Commission
- ☐ Downtown Street Improvement Committee
- ☐ Emergency Preparedness Commission
- ☐ Parks, Trails &Recreation Commission
- ☒ Planning Commission
- ☐ Senior Services Commission
- ☐ Youth Commission
- ☒ Other City Charter & Communications Committee

(Please check off all Commissions/Committees on which you would be interested in serving)

Name: Rod De La Rosa

Street Address: _____

Home Tel.: N/A Work Tel.: _____ Cell Tel. _____

Fax Number: N/A E-Mail Address r

Occupation/Employer: Senior External Affairs Manager / T-Mobile

Length of Residency in Lafayette: 11 + years

Applicable Experience/Training for Position (*attach additional page if necessary*):

I have a bachelors degree in Regional and City Planning from Cal Poly University, San Luis Obispo. In my current role, I work with elected officials and members of the business community on legislation affecting wireless infrastructure. I am one of four External Affairs managers designated as a media spokesperson for the company. Most recently I accepted the Concord Business Recognition award on behalf of T-Mobile and worked with the Oakland Chamber of Commerce by providing phones for their successful membership drive.

Comments/Additional Information:

I'm interested in providing my expertise as a way to get involved with the city and doing what's appropriate for our children and future generations of families that will call Lafayette their home.

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Please list three professional references:

Michael Bush, President MatMar Group, former CEO of Whalen and Company: 510-715-2525

Joan Diamond, former Human Resource Manager of Whalen and Company: 510-914-4573

Angelique Stephens, Sr. Manager External Affairs, T-Mobile Central Region: 562-786-1414

Please list your most recent public or civic volunteer experience:

Most recently I organized a day of service for more than 100 T-Mobile employees to help improve the Whitney Young Child Development Center in the Hunter's Point district of San Francisco. Prior to that I identified and helped plan a volunteer event for approx. 130 T-Mobile employees for a day of service at the Manzanita Recreation Center in Oakland and currently planning an event for a worthy school in San Jose.

I've attached a flyer describing T-Mobile's volunteer organization known as Huddle Up.

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Signature: _____ Date: 3/11/09

Revised 09/14/04

T··Mobile···

T-Mobile Volunteer Work: Sticking Together

T-Mobile Huddle Up

Huddle Up is T-Mobile's community outreach program. We focus on helping kids, primarily from single-parent families; connect to positive people, places and programs during the afterschool timeframe. To accomplish this, our employee volunteers work at public schools and community centers, improving places where kids spend time after school every day.

More than 2,000 T-Mobile employees turned out during 18 major projects in 2008 donating more than 17,000 hours of community service and impacting more than 34,000 students. The volunteers did landscaping, improved playgrounds and beautified indoor areas for after-school programs in Chicago, IL; Washington, DC; Mission, TX; Colorado Springs, CO; Tampa, FL; Springfield, MO; Seattle, WA; Meridian, ID; Salem, OR; Birmingham, AL; Nashville, TN; New York City, NY; Detroit, MI; Boston, MA; Phoenix, AZ; Hawaii and locally in Oakland & San Francisco, CA.

Thousands more employees in these cities also helped support Huddle Up by making donations to school supply drives or contributing warm clothes, holiday presents and canned food for the kids in after-school programs.

We are very proud of the work our employees have accomplished in giving back to communities helping bring "Stick Together" to life, and are great examples of T-Mobile values in action.

About T- Mobile USA, Inc.

Based in Bellevue, Wash., T-Mobile USA, Inc. is the U.S. operation of Deutsche Telekom AG's Mobile Communications Business, and a wholly owned subsidiary of T-Mobile International, one of the world's leading companies in mobile communications. By the end of 2008, 128 million mobile customers were served by the mobile communication segments of the Deutsche Telekom group – 32.8 million by T-Mobile USA - all via a common technology platform based on GSM, the world's most widely used digital wireless standard. T-Mobile's innovative wireless products and services help empower people to connect to those who matter most. Multiple independent research studies continue to rank T-Mobile among the highest in numerous regions throughout the U.S. in wireless customer care and call quality. T-Mobile is a federally registered trademark of Deutsche Telekom AG.

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- o Planning Commission
- o Senior Services Commission
- o Youth Commission
- ✓ (Other) CHARTER CITY COMMITTEE

Name: DANIEL IRA DEITRICK

Street Address: LAFAYETTE CA 94549

Mailing Address: SAME

Home Phone: _____ Work Phone: _____

Occupation/Employer: FINANCIAL ADVISOR | MORGAN STANLEY

Length of Residency in Lafayette: ~20 YEARS

Applicable Experience/Training for Position (attach additional page if needed):

2008 LFRC CHAIR

Comments/Additional Information:

Please list three professional references:

KRIS SORENSEN

SEBASTIEN JACKOVICS

ELLEN EVANS

Please list your most recent public or civic volunteer experience:

2008 LFRC

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Signature: _____ Date: 4/7/09

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CITY OF LAFAYETTE
PLANNING DEPT.

City of Lafayette
3675 Mt. Diablo Boulevard, Suite 210
Lafayette, CA 94549
Tel. (925) 284-1968 • Fax (925) 284-3169

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- ☒ Planning Commission
- ☐ Senior Services Commission
- ☐ Youth Commission
- ☐ Other Charter City/Comm.

(Please check off all Commissions/Committees on which you would be interested in serving)

Name: Reid Edwards

Street Address: _____

Home Tel.: _____ Work Tel.: _____ Cell Tel. _____

Fax Number: _____ E-Mail Address: _____

Occupation/Employer: public affairs consultant (24 years at Lawrence Barkley Lab)

Length of Residency in Lafayette: 24+ years (since 2/84)

Applicable Experience/Training for Position (*attach additional page if necessary*):

My work with both the Oakland and Berkeley chambers of commerce led to a deep involvement in their planning efforts. In addition, I worked very closely for almost 24 years with my former employer's senior planner, on everything from site plans to rolling 5-year institutional plans.

Comments/Additional Information:

I have spent much of my volunteer time close to my former employer in Berkeley. An old colleague, Brandt Andersson, and a new one, Pattie Curtin, have convinced me that it is time to give back where I have lived for so long. I am excited about the opportunity to serve.

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Please list three professional references:

Joe Harsburda, Pres. + CEO, Oakland Chamber of Commerce

Michael Colbruno, VP for Govt. Affairs, Clear Channel
(also member Oakland Planning Commission)

Mike Chartock, senior planner, Lawrence Berkeley Lab Ret.)

You may also contact:
Steve Falk
Mike Zampa

Please list your most recent public or civic volunteer experience:

Chairman of the Board Oakland Chamber of Commerce
2006-2008 (Member of the Board 2000-2009)

Chairman of the Board, Berkeley Chamber of Commerce
2000-2003 (Member of the Board, 1999-2006)

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Signature: Reid Cohen Date: 11/13/08

Revised 09/14/04

REID A. EDWARDS III

Lafayette, California 94549

PROFILE

Creative, innovative public affairs executive with extensive experience in government relations, community relations, and communications. Strong interpersonal, organizational, and interdisciplinary skills. Proven ability to manage diverse teams and successfully interact at the highest levels of government. Key member of senior management team, influencing the decision-making process enabling organizational success.

SELECTED ACCOMPLISHMENTS

- ✓ Worked with Congressman Dellums and staff to develop $20 million in funding for three major laboratory initiatives.
- ✓ Directed strategic budget reductions of 20% over three years with little reduction in service.
- ✓ Managed efforts for successful inclusion of $70 million in the Governor's 2007-08 budget, approved by the legislature for new renewable energy building.
- ✓ Integrated Creative Services Office into Public Affairs (doubling its size to 35) and moved it to a break-even operation in the first year with more satisfied customers.
- ✓ Initiated efforts with House Appropriations staff, successfully restoring $5 million to institutional funding account.
- ✓ Spearheaded the organization and implementation of a record-setting Open House (over 8,000 attendees).
- ✓ Developed and deployed daily email newsletter, Today at Berkeley Lab (readership of over 5,000), resulting in more information to employee at lower cost.
- ✓ Led the creation of new monthly employee newspaper, The View (readership of over 5,000).
- ✓ Partnered with Congresswoman Tauscher's staff, successfully establishing Congressional Lab Caucus, resulting in opportunities to advance the laboratory's issues to a broader Congressional audience.
- ✓ Developed a Washington, D.C. project office for the laboratory and led the hiring of a director.
- ✓ Led the development of Congressional initiatives on external regulation of the laboratory and electricity reliability.

PROFESSIONAL EXPERIENCE

LAWRENCE BERKELEY NATIONAL LABORATORY, Berkeley, California **1984 - 2008**

Head of Public Affairs 2002 - 2008

Led the laboratory-wide public affairs function. Managed Office of Government and Community Relations, Center for Science and Engineering Education, Office of Communications, and Creative Services Office. As a key member of the senior management team, defined, articulated, and developed the Public Affairs strategy, goals, policy, procedures, and practices in support of the overall Lab vision and established an effective, competitive, forward thinking, internal and external public affairs image using best practices and innovative concepts. Managed a budget of $3.7 million and a staff of 35.

Manager, Government and Community Relations 1992 - 2001

Overall responsibility for strategic vision and implementation of interactions with Federal, State and local institutions. Supervised senior government relations staff located in Washington, D.C. Prepared and/or reviewed all Congressional testimony. Initiated and managed community relations program, including supervision of staff.

External Relations Administrator 1984 - 1991

Responsible for senior Federal, State, University and foreign visitors. Directed key laboratory-wide events. Provided legislative information and analysis, and guidance on broad public relations and public affairs activities to senior management. Initial director of Center for Science and Engineering Education.

TRANSPORTATION INSTITUTE, Washington, D. C. **1982 - 1983**
Special Assistant to the Executive Director
Responsibilities included the preparation of Congressional testimony and speeches for both the Executive Director and the president of a major international union; confidential political and legislative research; extensive interactions with Congressional staff, Federal officials and other maritime organizations; general political and legislative analyses; and assisting in the management of a 40-person maritime public policy organization.

CONGRESSMAN GEORGE MILLER, Washington, D. C. **1977 - 1982**
Legislative Assistant
Legislative work on nuclear power and other energy legislation; design, writing, and production of newsletters and targeted interest mailings; preparation of speeches and Congressional testimony; press communications; producing a monthly cable television show; and facilitating local projects with Federal agencies.

INSTITUTIONAL INVOLVEMENT

Member, Board of Directors, California Biomedical Research Association, 2005 - 2008

Member, Board of Directors, Berkeley Chamber of Commerce, 1999 - 2006
Chairman of the Board, 2000 - 2003

Member, Board of Directors, Oakland Chamber of Commerce, 2000 - present
Chairman of the Board, 2006 - 2008
Vice Chairman of the Board, 2005 - 2006
Chairman, Government Affairs Committee, 1997 - 1999

Member, Alameda County Economic Development Advisory Board, 1993 - 2008
Member, Board of Directors, 2005 - 2008

AWARDS

Lawrence Berkeley National Laboratory Outstanding Performance Award, 1993

Eagle Scout Medal of Merit – Boy Scouts of America

EDUCATION AND TRAINING

BA, Political Science, UC Santa Barbara, 1977

Public Affairs Institute, Public Affairs Council

Program for Senior Managers in Government, John F. Kennedy School of Government, Harvard University

Engineering and Management Program - UCLA Graduate School of Management

Zenger-Miller Leadership Training

Consulting Skills in Organizational Change and Development, UCLA Graduate School of Management

Leadership and Human Relations Laboratory - UCLA Graduate School of Management

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City of Lafayette
3675 Mt. Diablo Blvd., Suite 210
Lafayette, CA 94549
Phone: (925) 284-1968
Fax: (925) 284-3169

City Commission/Committee Appointment Application

Application for:
Name:___Tracey Karsten Farrell_____
Street Address:__ _____
Mailing Address:_ t, Lafayette, CA 94549_____
Home Phone:_____ _____ Work Phone:_ _____
Occupation/Employer:__Marketing communications professional/self-employed_____
Length of Residency in Lafayette:____23 years_____

Applicable Experience/Training for Position (attach additional page if needed):

For over 20 years, I have assisted corporate clients, nonprofits and consumer marketing companies effectively meet their communications challenges and objectives with diverse constituencies and through varied channels, including the Web, direct mail, brochures, and print and broadcast advertising. My clients have included Levi Strauss & Co., Chabot Space and Science Center, Jacuzzi Whirlpool Bath and Spa, Beverages & more!, Cost Plus World Market and Nokia, as well as many smaller enterprises. I have attached my resume for your consideration.

Comments/Additional Information:

While I have not served in any formal capacity on a City committee, I have always been an engaged participant in my community, often serving as a liaison on various issues of interest to my neighborhood and attending council and committee meetings over the years, as appropriate. I have raised my family in Lafayette and I am committed to doing what I can to preserve what I see as a very unique place. I offer my professional expertise in the hope that I can contribute to making Lafayette even better. Through these difficult economic times and all others, effective communication builds consensus and support, and, most importantly, community. All of us who choose to live in Lafayette, do so because it is special to each one of us. I hope to assist the City in its goals of bringing residents greater understanding of process, need and responsibility; we are all stakeholders in Lafayette's future and we share the responsibility for its growth and success.

- o Bicycle Pedestrian Advisory Committee
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- o Economic Development Commission
- o Emergency Preparedness Commission
- o General Plan Advisory Committee
- o Parks and Recreation Commission

o Planning Commission
o Senior Services Commission
o Youth Commission
o Other

LAFAYETTE
Please list three professional references:

Cheryl Harrison- Harrison Design Group, San Francisco

Phil Caragol, San Francisco

Cheryl Hata, Coldwell Banker

Please list your most recent public or civic volunteer experience:

Pro bono writing/consulting for The World Family Ethiopian and Orphan Care -- *on-going*
Fundraising letters/marketing communications consulting for the University of Connecticut Women's Volleyball Program – *on-going*
Chair, Communications Committee, Mount Holyoke College, Alumnae Association Board of Directors
National Charity League, 1996- 2006
Meals on Wheels driver, 2000-2003
Parent Volunteer and Committee Chairperson for 3 Campolindo Grad Nights, 2000, 2003, 2006
Parent Volunteer for girl's basketball and volleyball programs, 1996-2006

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period to determine continuing interest and availability.

Signature: Mary K Farrell
Date: 3/5/09

Tracey Karsten Farrell

Marketing communications specialist with over 20 years' experience in consumer product marketing and new product introduction, branding and corporate identity, and retail sales promotion, in a diverse range of industries. Expertise includes excellent communication and "people" skills, as well as an extensive creative portfolio of copywriting/editing and design collaboration for web sites, media/print advertising, catalogs, signage and collateral; packaging and direct mail; investor/shareholder communications, white papers and reports; industrial/business-to-business communications; brand identity/repositioning.

Creative Portfolio (representative)

Beverages, & more! (now BevMo)
Broderbund
Chabot Space & Science Center
Chevron/Oronite
Cost Plus World Market
Crescent Jewelers
DeSabla Residential Apartments
Jacuzzi Whirlpool Bath & Spa
JamsEndispute
Kendall Jackson Winery
Landor Associates
Nokia/Innovent
PopPack LLC
Taylor Made Office Systems
The World Family Orphan Care (pro bono)
SeaBowl Entertainment Center
Supercuts
Xinghua Finance Media

Corporate Experience

Senior Copywriter, Harrison Design Group, San Francisco, CA 1996-2005; on-going freelance

- Co-developed branding, identity and marketing communications initiatives.
- Conducted/facilitated communications audits on behalf of clients between various core constituencies.
- Co-developed design concepts, wrote all copy for print advertising and collateral, including catalogs, brochures, web sites, in-store signage newsletters, market updates, case studies, etc.
- Developed new business opportunities.

Senior Account Manager/Copywriter, Caragol Communications, San Francisco, CA 1986-1996

- Managed agency-client relationships between creative, design and production, and client senior management, as well as managing subcontractors (media planners, radio/TV producers/creatives and talent, etc.).
- Co-developed branding and marketing communications initiatives.
- Co-developed creative for integrated marketing programs (radio, television, outdoor, promotion collateral), including grand opening campaigns, new product introductions and sustaining creative; coordinated production.
- Wrote all print copy, including advertising, brochures, in-store signage, web site copy, newsletters, product catalogs.
- Developed new business opportunities.

Marketing Communications Manager, Levis Strauss & Co., San Francisco, CA 1981-1986

- Developed communications network for Levi Strauss International linking key executives at affiliate marketing operations in five international locations with the U.S. corporate base.
- Developed retail sales marketing programs for new and existing apparel lines, including radio, print and co-op advertising, retail sales and consumer tie-in promotions, as well as on-going market tests for all divisions.

- Co-developed, managed Levi Strauss & Co.'s Olympic retail and consumer events.
- Co-developed Levi's 501® Blues television and radio campaign introducing flagship 501® Brand to national consumer base.
- Developed custom retail promotion events for top 100 retail accounts including Allied, Federated, Gap Stores, J.C. Penney and Sears.

Editor, San Francisco Magazine, San Francisco, CA 1979-1981

- Directed, managed editorial, design and production staff to produce full-color monthly city magazine with a circulation of over 200,000.

Associate Editor, East West Network, Los Angeles, CA 1977-1979

- Directed editorial and production, including oversight of designers, writers and production artists, of 12 monthly Los Angeles-based in-flight magazines and special editorial inserts.

Education

Bachelor of Arts, Mount Holyoke College, South Hadley, MA

References and portfolio samples available on request.

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- ☐ Planning Commission
- ☐ Senior Services Commission
- ☐ Youth Commission
- ☒ Other - Charter City & Communications Commission

(Please check off all Commissions/Committees on which you would be interested in serving)

Name: James Hamill

Street Address: [illegible]

Home Tel.: _____ Work Tel.: _____ Tel. _____

Fax Number: _____ E-Mail Address _____

Occupation/Employer: General Counsel - Program Manager / U.S. Communities - California Communities

Length of Residency in Lafayette: 2 years 8 months

Applicable Experience/Training for Position (*attach additional page if necessary*):

For the past eight years with U.S. Communities / California Communities I have worked with cities, counties and other local governments in California and across the country. My experience includes drafting legislation, working with city attorneys, county counsels and various state legislatives. Other experience includes working in the areas of public finance for public agencies in California, including financings for public infrastructure projects.

Comments/Additional Information:

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Please list three professional references:

① John Knox - Orrick, Herrington & Sutcliffe (San Francisco)

② Jeff Ross - Pillsbury, Winthrop Shaw Pittman (San Francisco)

③ Chris McKenzie - Executive Director - League of California Cities

Please list your most recent public or civic volunteer experience:

United States Bankruptcy Court - 1996-99

Moraga Valley Presbyterian Church - Small Group Leader - 2009

Blue Ribbon Commission for Municipal Credit Enhancement - National League of Cities - 2008

Public Finance Committee - National League of Cities - 2007 - Present

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Signature: _____ Date: 2/23/09

Revised 09/14/04

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- ☐ Planning Commission
- ☐ Senior Services Commission
- ☐ Youth Commission
- ☒ Other Charter City

(Please check off all Commissions/Committees on which you would be interested in serving)

Name: Judy Garvens

Street Address: _____

Home Tel.: _____ Work Tel.: _____ Cell Tel. _____

Fax Number: _____ E-Mail Address _____

Occupation/Employer: retired

Length of Residency in Lafayette: 39 years

Applicable Experience/Training for Position (*attach additional page if necessary*):

Lafayette Planning Commission 10 yrs
Lafayette City Council 1993-97, Mayor 1996

Comments/Additional Information:

Active in the original Road and Drain Campaign

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Please list three professional references:

Carol Federighi

Gwenn Lennox

Anne Grodin

Please list your most recent public or civic volunteer experience:

Library Cabinet (the committee that did the initial planning, fund-raising for New Library)

Friends of Lafayette Library Board - current

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Signature: Judith E. Stevenson Date: 4-6-09

Revised 09/14/04

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- ☑ Planning Commission
- ☐ Senior Services Commission
- ☐ Youth Commission
- ☑ Other ✓City Charter and Communications Committee

(Please check off all Commissions/Committees on which you would be interested in serving) ✓City Open Space Committee

Name: Elizabeth Johnson

Street Address: _____

Home Tel.: _____ /ork Tel.: _____ Cell Tel. _____

Fax Number: _____ E-Mail Address _____

Occupation/Employer: urban planner – Independent contractor

Length of Residency in Lafayette: 7.5 years

Applicable Experience/Training for Position (*attach additional page if necessary*): resumé attd -

I am an urban planner with over 20 years experience in public agencies, non-profits, and private consulting firms. My most recent full-time position was Base Reuse Planner for the City of Alameda, a charter city. The Reuse Planning process required a broad public participation and communications process/program. Throughout my planning career, I have dealt with balancing public needs, desires, and economic, environmental and land use constraints.

Comments/Additional Information:

I left my job with Alameda in order to spend more time with my children and to be able to participate more fully in the local schools and community affairs. I think I could be useful serving through one of the comissions or committees, especially the City Charter Committee, to maintain the quality of Lafayette.

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Please list three professional references:

Debbie Potter, Division Manager, Base Reuse & Redevelopment Division, Development Services, City of Alameda -

David Brandt, Assistant City Manager, Alameda.

Phyllis Potter, Principal CirclePoint Inc.

Please list your most recent public or civic volunteer experience: I have volunteered for the last four years, with the Lafayette Girl Scout Association and Friends of Lafayette Creek, to organize an annual creek cleanup and watershed education day, for Lafayette Girl Scouts.

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Signature: Meg Lafferty Date: 2-6-09

Revised 09/14/04

Elizabeth G. Johnson

Employment

BASE REUSE PLANNER 1997-2006
City of Alameda, Alameda Reuse and Redevelopment Authority Alameda, CA
Managed the Alameda Point Golf Course EIR and BCDC permit process. Managed the Historic Preservation and Public Participation areas of a Preliminary Development Concept developed with the selected master developer for the base. Implemented and interpreted the base reuse plan by working with local, regional, state and federal agencies on environmental clearance, including federal processes such as Section 106 (Historic Preservation) and Section 7 (Endangered Species Act); NEPA, and the California Environmental Quality Act.

CONTRACT PRESERVATION PLANNER 2000-2001
Helber Hastert and TBA West Honolulu, HI and San Francisco, CA
Performed preservation planning for local ordinances and for an Cultural Resources Management Plan for Pearl Harbor Naval Complex.

PROJECT COORDINATOR, DOD LEGACY PROJECT 1994 - 96
National Trust for Historic Preservation San Francisco, CA
Implemented partnership with the Department of Defense to assist military installations with historic preservation planning and regulatory requirements through working with local preservation organizations. Worked with DoD personnel at all levels, from base personnel to Pentagon officials, to implement the program. Represented and promoted the program to local jurisdictions and State Historic Preservation Officers in nine western states.

Worked closely with the Navy, the National Park Service, the State Historic Preservation Office and the City of Vallejo to achieve consensus on a Memorandum of Agreement to protect the National Historic Landmark District at the closed Mare Island Naval shipyard; planned a conference for local jurisdictions dealing with Section 106 of the National Historic Preservation Act and the BRAC process, co-sponsored with the California Governor's Office of Planning and Research.

PROJECT MANAGER, BAY TRAIL 1993-94
Association of Bay Area Governments Oakland, CA
Implemented the Bay Trail plan for a 400-mile bike path around San Francisco Bay. Worked with local officials and regional and state transportation and environmental agencies to facilitate construction of the Trail. Staffed the Bay Trail board, coordinated budget and grant applications, reviewed environmental documents, and represented the project and proposed alignments to a number of agencies.

PROJECT MANAGER 1990-1992
Ogden Environmental and Energy Services San Francisco, CA
Managed preparation of Environmental Impact Reports, site evaluation, and other planning studies. Responsible for budgeting, marketing, managing subconsultants, public presentation, and land use, visual resources, and cultural resources analysis. Projects included a General Plan Update and EIR for the City of Paso Robles, CA and an EIR for a 500-acre residential development in the Bay Area.

PROJECT MANAGER 1987-1990
Michael Brandman Associates *Los Angeles, CA*
Managed the preparation of Environmental Impact Reports and other planning studies for major development projects, including residential, commercial, redevelopment and General Plans , as well as a series of rail transit projects in the Los Angeles area.

ENVIRONMENTAL PLANNING ASSISTANT 1986-87
Southern California Rapid Transit District *Los Angeles, CA*
Performed environmental analysis for the Congressionally-Ordered Re-Engineering (CORE) Study and subsequent Environmental Impact Statement for the Metro Rail transit project in Los Angeles.

COMMUNITY ASSOCIATE 1985-86
New York City Department of Housing Preservation and Development *New York, NY*
Conducted planning studies and coordinated site control requests from community groups to create low-income housing from city-owned housing stock.

Education

MASTER OF SCIENCE, URBAN PLANNING 1985
Columbia University *New York, NY*

Thesis: The Use of Historic Preservation Incentives to fund the Rehabilitation of Low-Income Housing.

BACHELOR OF SCIENCE, POLITICAL SCIENCE AND SOCIOLOGY 1983
Northern Michigan University *Marquette, MI*

Publications

Base Closures and Historic Preservation: A Guide for Community Preservation, an informational booklet. Washington, D.C.: National Trust for Historic Preservation, 1996.

"Reuse potential for historic resources on closing bases throughout U.S." in *Base Reuse Report,* Citygate Associates, Sacramento, CA. February 1996.

City of Lafayette
3675 Mt. Diablo Blvd., Suite 210
Lafayette, CA 94549
Phone: (925) 284-1968
Fax: (925) 284-3169

RECEIVED
FEB 19 2009
CITY OF LAFAYETTE

City Commission/Committee Appointment Application

Application for:

- o Bicycle Pedestrian Advisory Committee
- o Capital Projects Assessments Committee
- o Circulation Commission
- o Community Center Foundation
- o Creeks Committee
- o Crime Prevention Commission
- o Design Review Commission
- o Downtown Street Improvement Committee
- o Economic Development Commission
- o Emergency Preparedness Commission
- o General Plan Advisory Committee
- o Parks and Recreation Commission
- o Planning Commission
- o Senior Services Commission
- o Youth Commission
- X Other Charter City & Communications committee

Name: Cheryl NOLL

Street Address: _____

Mailing Address: Same

Home Phone: _____ ~~Work~~ Phone: _____

Occupation/Employer: _____

Length of Residency in Lafayette: 15 years

Applicable Experience/Training for Position (attach additional page if needed):

I have a law degree from University of San Diego and a political science degree from Cal Poly, SLO.

Comments/Additional Information:

I have worked (volunteered) for the city and the schools since moving to Lafayette 15 years ago. I would like to continue to do so. This committee is something I am very interested in.

Please list three professional references:

Anne Grodin

Lafayette, CA

Kathy Merchant

Lafayette, CA

Stephenie Teichman

Lafayette, CA

Please list your most recent public or civic volunteer experience:

Current Board member of Lafayette Community Foundation
Current member of Governance Committee for LLLCF
member of the Board Recruitment Committee for LLLCF.
member of the Moraga Education foundation
Current Board member of National Charity League - Lamorinda Chapter
Chair Person for Measure E - Acalanes $93 million Bond Campaign 2008

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Signature: Cheryl Arnold Date: 2/19/09

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Lafayette, CA 94549
Tel. (925) 284-1968 • Fax (925) 284-3169

RECEIVED
MAR 4 2009
CITY OF LAFAYETTE

City Commission/Committee Appointment Application

Application for:

- ☐ Banner Advisory Committee
- ☐ Bicycle Pedestrian Advisory Committee
- ☐ Capital Projects Assessments Committee
- ☐ Circulation Commission
- ☐ Community Center Foundation
- ☐ Creeks Committee
- ☐ Crime Prevention Commission
- ☐ Design Review Commission
- ☐ Downtown Street Improvement Committee
- ☐ Emergency Preparedness Commission
- ☐ Parks, Trails &Recreation Commission
- ☐ Planning Commission
- ☐ Senior Services Commission
- ☐ Youth Commission
- ☒ Other - City Charter & Communications Committee

(Please check off all Commissions/Committees on which you would be interested in serving)

Name: Yolanda Vega

Street Address: _____

Home Tel.: _____ Work Tel.: _____ Cell Tel. _____

Fax Number: _____ E-Mail Address _____

Occupation/Employer: Performance & Learning Internal Consultant / BART

Length of Residency in Lafayette: 1982- present (27 years)

Applicable Experience/Training for Position (*attach additional page if necessary*):

- developed Constitutuion & By-Laws for Graduate Alumni Association of St. Mary's College
- developed Constitution & By-Laws for CILSA(Catholic Institute for Lasalian Social Action) - St. Mary's College. Founding business member
- Work with CEOs, Board of Directors, College Vice Provost community groups
- Platform speaker & Vice President of American Society of Training & Development

Comments/Additional Information:

résumé attached

over →

Please list three professional references:

Aimee Johnson, President, JJ Professional Services
Engineering Recruiting Firm
925.254.3011

Bob Lanter, Executive Director, Workforce Development
925.646.5382

Tom Parker, Executive Manager
Office of System Compliance
Bay Area Rapid Transit District
510.464.4919

Please list your most recent public or civic volunteer experience:

Co-Chair, YouthCouncil, Workforce Development Board
Committee Member, Transportation Advisory Board
Founding Member, CIESA Committee

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Signature: Yolanda Vega Date: 3 March 09

March 3, 2009

Mr. Don Tatzin
Mayor, City of Lafayette
City of Lafayette Offices
3675 Mt. Diablo Blvd., Suite 210
Lafayette, California 94549

Reference: Volunteer Position
City Charter and Communications Committee

Dear Mayor Tatzin:

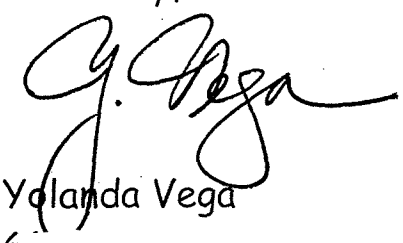
I am writing to you in response to our city's request for volunteers to serve on the City Charter and Communications Committee. These are exciting times in our city and the call for assistance caught my attention.

I would be happy to bring my expertise in

- communications,
- ability to work successfully with all levels of constituents,
- multi-tasking
- sensitivity to presenting information for all to understand

I have attached my application and my professional résumé for your review. I also look forward to hearing from your office and interviewing for the position.

Sincerely,



Yolanda Vega
[illegible]
Lafayette, Ca. 94549

Attachment: City Commission / Committee Appointment Application
Résumé

YOLANDA VEGA

Education:

Masters, Business Administration Marketing & Finance
St. Mary's College of California – Executive Manager's Program

Masters, Psychology
JFK University (in progress)

Bachelor of Arts Liberal Arts (Political Science / Sociology)
The City College of The City Universities of New York

Career Experience:

January, 1990 – Present

The San Francisco Bay Area Rapid Transit District
Internal Management Consultant/Facilitator/Platform Corporate Trainer
Reporting to: Director, Human Resources
Needs analysis, design, development, delivery, evaluation and continuous improvement of assessment tools, course and field application for District-wide training/program requirements. Manage the Educational Assistance Program. Working with all levels of management and unions through competency-based training design, adult learning, and behavior modeling theory for best solution links to strategic and operational planning. Effectively/successfully coaching and coordinating leadership and professional development programs. Presenting and managing multiple projects/programs. Monitor training expense/budgets. Coordinate/Facilitate off-site meetings with District Executives and outside corporate executives relating to District construction projects and their compliance. Ensure compliance with departmental/District policies/procedures. Provide guidance on design and marketing programs in a highly complex and political environment using excellent inter-personal skills and partnering with all disciplines. Apply life-long learning skills for continuous improvement. Manage client service – internal and external. Provide reports on ROI, program evaluations to management team.

April, 1987 – January, 1990

MANAGER, FINANCE AND PERSONNEL ADMINISTRATION
James M. Montgomery Consulting Engineers, Inc.
Reporting to: Senior Vice President, North Coast Region Operations
Reporting Staff: 3 supervisors, 20 staff
Responsible for the recruitment, selection, and orientation of technical and administrative staff for a multi-disciplined national consulting engineering corporation. Administrative overview of four off-site offices in four states. Implemented and coordinated training for technical and administrative staff. Developed administrative policies, compensation plans, annual performance reviews, succession planning. Responsible for the corporate affirmative action plan compliance and hiring of expert international staff for specific engineering projects. Negotiated with vendors on office space, security, and facilities/building management. Prepared and monitored annual budgets ranging from $3 million - $8 million for offices in Northern California, Washington, and Utah. Supervised the Accounting Manager: payables, receivables, expense accounts, and billing, end of month/year closing. Liaison with Senior Management and Board of Directors. Responsible for the logistics and follow-up of Senior Management and Board of Directors

August 1984 – May, 1987

ASSISTANT DIRECTOR, SALES ADMINISTRATION
American Hawaii Cruises
Reporting to: Senior Vice President, Sales/Marketing Reporting Staff: 14
Responsible for recruitment, selection, orientation of internal sales force. Managed international conferences as Meeting Planner / Special Events Coordinator (meeting space, hotel rooms, catering, presentation materials); implemented administrative policies; reviewed and approved expense reports; recommended compensation increases and bonus plans; conducted annual performance review. Developed and managed $5 million sales budget. Negotiated all administrative contracts. Developed sales brochures. Assisted with formulation of special pricing and promotions. Initiated and followed-up with community business relationships to build awareness of product and increase sales.

May, 1985 – October, 1989

MEETING PLANNER / SPECIAL EVENTS COORDINATOR
Personal Enterprise (Owner/Operator)
Reporting Staff: 7
Planned all meeting events logistics – domestic/national/international for local corporations. Negotiated hotels, airfares, meeting space and set-ups, catering, special tours. Responsible for the completion of all travel and meeting documents. Delivered presentations on travel etiquette and security.

PRO BONO WORK provided small business owners (less than 200 employees) from Contra Costa County, workshops and consulting on current business trends, best management practices, marketing, client retention, and expansion. Reviewed local compliance laws and organized local business leaders to deliver breakfast presentations on their expertise: law, human resources, construction, marketing, and small business financing.

June, 1981 – August, 1984

BUSINESS MANAGER
Environmental Planning & Research (an architectural firm)
Reporting to: Vice President, Human Resources Reporting Staff: 20
Personnel and finance administration of 150 architects and administrative staff. Developed and managed $8 million budget. Designed and implemented administrative policies. Managed three out-of-state offices. Facilities Manager. Reviewed contract compliance with outside vendors.

March, 1971 – June, 1981

WORLD AIRWAYS, INCORPORATED
Reporting to: Vice President, Operations & Director, International Training
Various positions:
Senior Financial Analyst, Director of Training, Sales, Travel & Tours, Aircraft Scheduling, International In-Flight Purser
Worked in a multi-cultural environment, lived and worked in Europe, Asia, South America, opened and managed bases in various international countries, developed programs that complemented the company's strategic plan, implemented excellent customer service recognition programs, managed a reporting staff of 15, interfaced with the FAA, passed security clearance to travel and work with international leaders and heads of state

CREDENTIALS:

UNIVERSITY OF CALIFORNIA, BERKELEY
Credential, Adult Education

CALIFORNIA STATE UNIVERSITY, HAYWARD
Credential, Human Resources Management

COACHES TRAINING INSTITUTE OF CALIFORNIA
Certificate, Career, Corporate and Executive Coaching

CRITERION-REFERENCE INSTRUCTION
Credential, The Center for Effective Performance, Inc. (Robert F. Mager)

DiSC FACILITATION SYSTEM
Certificate, The Bridgewater Group, **Four Styles of Behavior and the General Preferences of A Style , Strengths and what happens if they are overused, Behavior when in Conflict with Others, Recognize the Styles of Other People, Understand how Others Interpret Behaviors, Adapt Styles to Facilitate Effective Relationships, Personal Motivation at Work, Address goals and fear commitment, Adapt a personal management style**

MYERS-BRIGGS / TEMPERAMENT
Credential, Temperament Research Institute

EMOTIONAL INTELLIGENCE IN LEADERSHIP,
Credential, Q-Metrics, Inc. (Robert K. Cooper)

HEARTMATH COACHING (an approach to balancing work & stress)
Credential, Institute of HeartMath

A LIFE TIME LEARNER, The School of Reality ☺

LANGUAGES:

SPANISH (fluent)

PROFESSIONAL AFFILIATION:

ST. MARY'S COLLEGE, BOARD OF DIRECTOR – PAST PRESIDENT
Serving as new membership recruit, working with community businesses, advisor for alumni issues, developed the first career networking and resource center for the management/executive group professional development. Managed and developed Strategic Plan, Annual Budget, and Administrative Policies with diverse voluntary membership of 40 board members.

AMERICAN SOCIETY OF TRAINING & DEVELOPMENT
VICE PRESIDENT, COMMUNITY OUTREACH – work with local community and business leaders to provide training and business development resources

CONTRA COSTA COUNTY WORKFORCE DEVELOPMENT BOARD
BOARD OF DIRECTOR. Co-Chair, Youth Council
Develop Strategic Plan, Annual Budget, build alliances and coalitions with the business community to educate and train in order to meet the raising need for a technical workforce.

CONTRA COSTA COUNTY TRANSPORTATION AUTHORITY
Advisory Committee Member

COMPUTER PROGRAMS:

Word 2003; Power Point Excel; Micro Soft Project 2003 (elementary

LAFAYETTE
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MAR 6 2009
CITY OF LAFAYETTE

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Lafayette, CA 94549
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- ☐ Planning Commission
- ☐ Senior Services Commission
- ☐ Youth Commission
- ☒ Other City Charter Commission

(Please check off all Commissions/Committees on which you would be interested in serving)

Name: Greg Woehrle

Street Address: _____

Home Tel.: _____ Work Tel.: _____ Cell Tel. _____

Fax Number: _____ E-Mail Address _____

Occupation/Employer: Woehrle & Son

Length of Residency in Lafayette: Since 1990 - 19 years

Applicable Experience/Training for Position (*attach additional page if necessary*):

Started the idea through Chamber Boards
Chamber Boards Member
Real Estate Broker, Developer, Investor
Local Land Owner, Home Owner, Commercial Bld. Owner
Local Business Owner.

Comments/Additional Information:

over →

Please list three professional references:

① THE HUMANN CO.
Rick Humann - -

② WARD YOUNG
TIM WARD

③ ALLEN MOORE
ATTORNEY AT LAW

④ CITY OF LAFAYETTE

Please list your most recent public or civic volunteer experience:

LAFAYETTE CHAMBER OF COMMERCE BOARD
LAFAYETTE ART & WINE

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Signature: Greg Welch Date: 3-6-09

Revised 09/14/04